AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method, comprising:

locally determining at a user device advertising information based on (i) contextual information associated with remote information being accessed by a user, and (ii) supplemental information associated with the user; and

providing ~~arranging for~~ the determined advertising information ~~to be provided~~ from the user device to the user.

2. (currently amended) The method of claim 1, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, [and] or (iii) other advertising information that has been provided to the user.

3. (currently amended) The method of claim 1, wherein said providing is associated with:

providing the advertising information ~~is provided~~ to the user device via a communication network; and

providing the advertising information from the user device to the user ~~is provided to the user~~ when the user device is not communicating via the communication network.

4. (currently amended) The method of claim 1, wherein said providing ~~arranging~~ comprises:

displaying a graphical advertisement to the user.

5. (currently amended) The method of claim 1, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, [and] or (iii) uniform resource locator information.

6. (currently amended) An apparatus, comprising:

a processor; and

a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

locally determine advertising information based on (i) contextual information associated with remote information being accessed by a user, and (ii) supplemental information associated with the user; and

provide arrange for the determined advertising information to be provided to the user.

7. (currently amended) The apparatus of claim 6, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, [and] or (iii) other advertising information that has been provided to the user.

8. (original) The apparatus of claim 6, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

9. (original) The apparatus of claim 6, wherein said arranging comprises displaying a graphical advertisement to the user.

10. (currently amended) The apparatus of claim 6, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, [and] or (iii) uniform resource locator information.

11. (currently amended) A medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

locally determining advertising information based on (i) contextual information associated with remote information being accessed by a user, and (ii) supplemental information associated with the user; and

providing ~~arranging for~~ the <u>determined</u> advertising information ~~to be provided~~ <u>from the user device</u> to the user.

12. (currently amended) The medium of claim 11, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, [and] <u>or</u> (iii) other advertising information that has been provided to the user.

13. (original) The medium of claim 11, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

14. (original) The medium of claim 11, wherein said arranging comprises displaying a graphical advertisement to the user.

15. (currently amended) The medium of claim 11, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, [and] <u>or</u> (iii) uniform resource locator information.